Amendments to and Listing of the Claims:

Please cancel claims 126-127, 132-133 and 138-139, amend claims 102, 104, 108, 113, 117, 122, 129, 131, 135, 137, 141, 143 and add new claims 144-149 as follows:

1-101. (canceled)

102. (currently amended) In a video network, a computer-implemented method of determining the number of people in a household, the method comprising:

(a) monitoring viewer interactions with a multimedia device;

(b) processing the viewer interactions to obtain viewer interaction data corresponding to the viewer interactions;

(c) retrieving one or more previously developed heuristic rules, wherein the previously developed heuristic rules relate at least one aspect of the viewer interaction data to the number of people in the household and wherein the previously developed heuristic rules have been previously developed through the application of at least one heuristic process;

(ed) applying one or more of the previously developed heuristic rules to at least a subset of the viewer interaction data~~, wherein the heuristic rules relate at least one aspect of the viewer interaction data to the number of people in the household~~; and

(de) inferring the number of people in the household from the viewer interaction data based on the application of the previously developed heuristic rules~~, wherein the number of people in the household is not directly observable from the viewer interaction data~~.

103. (previously presented) The method of claim 102, wherein the heuristic rules are probabilistic in nature.

104. (currently amended) The method of claim 102, wherein the ~~heuristic rules assign probabilities of different numbers~~ inferred number of people in the household is expressed as a probability assigned by the heuristic rules based on the viewer interaction data.

105. (previously presented) The method of claim 102, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and time of viewer interaction.

106. (previously presented) The method of claim 102, wherein step (b) includes evaluating channel change commands and associated viewing times to determine the viewer interaction data.

107. (previously presented) The method of claim 102, wherein the viewer interaction data includes at least some subset of

viewing time per channel, category, and network;

channel changes per time period;

average volume per time period, channel, category, and network; and

dwell time per channel, category, and network.

108. (currently amended) In a video network, a computer-implemented method of determining the number of people in a household, the method comprising:

(a) monitoring viewer interactions with a multimedia device, the viewer interactions occurring during one or more interaction sessions;

(b) processing the viewer interactions to obtain viewer interaction data;

(c) retrieving one or more previously developed heuristic rules, wherein the previously developed heuristic rules relate at least one aspect of the viewer interaction data to the number of people in the household and wherein the previously developed heuristic rules have been previously developed through the application of at least one heuristic process;

(~~c~~d) applying one or more of the previously developed heuristic rules to at least a subset of the viewer interaction data, for each interaction session~~, wherein the heuristic rules relate at least one aspect of the viewer interaction data to the number of people in the household~~; and

(~~d~~e) inferring the number of people in the household from the viewer interaction data for each interaction session based on the application of the previously developed heuristic rules~~, wherein the number of people in the household is not directly observable from the viewer interaction data~~.

109. (previously presented) The method of claim 108, wherein said step (b) includes processing the viewer interactions for an interaction session to generate session interaction data for each interaction session.

110. (previously presented) The method of claim 108, wherein step (b) includes processing the viewer interactions for multiple interaction sessions to generate average interaction data for the multiple interaction sessions.

111. (previously presented) The method of claim 110, wherein the heuristic rules are applied to the average interaction data.

112. (previously presented) The method of claim 108, wherein the heuristic rules are probabilistic in nature.

113. (currently amended) The method of claim 108, wherein the ~~heuristic rules assign probabilities of different numbers~~ inferred number of people in the household is expressed as a probability assigned by the heuristic rules based on the viewer interaction data.

114. (previously presented) The method of claim 108, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and time of viewer interaction.

115. (previously presented) The method of claim 108, wherein step (b) includes evaluating channel change commands and associated viewing times to group the viewer interaction data.

116. (previously presented) The method of claim 108, wherein the viewer interaction data includes at least some subset of

viewing time per channel, category, and network;

channel changes per time period;

average volume per time period, channel, category, and network; and

dwell time per channel, category, and network.

117. (currently amended) In a video network, a computer-implemented method of determining the number of people in a household, the method comprising:

(a) monitoring viewer interactions with a multimedia device, the viewer interactions occurring during one or more viewing periods;

(b) processing the viewer interactions to obtain viewer interaction data;

(c) retrieving one or more previously developed heuristic rules, wherein the previously developed heuristic rules relate at least one aspect of the viewer interaction data to the number of people in the household and wherein the previously developed heuristic rules have been previously developed through the application of at least one heuristic process;

(ed) applying one or more of the previously developed heuristic rules to the viewer interaction data for each viewing period~~, wherein the heuristic rules relate at least one aspect of the viewer interaction data to the number of people in the household~~; and

(de) inferring the number of people in the household from the viewer interaction data based on the application of the previously developed heuristic rules~~, wherein the number of people in the household is not directly observable from the viewer interaction data~~.

118. (previously presented) The method of claim 117, wherein said step (b) includes processing the viewer interactions for a viewing period to generate period interaction data for each viewing period.

119. (previously presented) The method of claim 117, wherein step (b) includes processing the viewer interactions for multiple viewing periods to generate average interaction data for the multiple viewing periods.

120. (previously presented) The method of claim 119, wherein the heuristic rules are applied to the average interaction data.

121. (previously presented) The method of claim 117, wherein the heuristic rules are probabilistic in nature.

122. (currently amended) The method of claim 117, wherein the ~~heuristic rules assign probabilities of different numbers~~ inferred number of people in the household is expressed as a probability assigned by the heuristic rules based on the viewer interaction data.

123. (previously presented) The method of claim 117, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and time of viewer interaction.

124. (previously presented) The method of claim 117, wherein step (b) includes evaluating channel change commands and associated viewing times to group the viewer interaction data.

125. (previously presented) The method of claim 117, wherein the viewer interaction data includes at least some subset of

viewing time per channel, category, and network;

channel changes per time period;

average volume per time period, channel, category, and network; and

dwell time per channel, category, and network.

126 – 127. (canceled)

128. (previously presented) The method of claim 102, wherein the heuristic rules are predefined.

129. (currently amended) The method of claim 102, wherein the heuristic rules remain unchanged at least during steps (c), (d) and (~~d~~e).

130. (previously presented) The method of claim 102, wherein the heuristic rules create an inferential link between the viewer interaction data and the number of people in the household.

131. (currently amended) The method of claim 102, wherein the application of the heuristic rules ~~provide~~ provides a predictive value that the household has the number of people inferred in step (~~d~~e).

132 – 133. (canceled)

134. (previously presented) The method of claim 108, wherein the heuristic rules are predefined.

135. (currently amended) The method of claim 108, wherein the heuristic rules remain unchanged at least during steps (c), (d) and (~~d~~e).

136. (previously presented) The method of claim 108, wherein the heuristic rules create an inferential link between the viewer interaction data and the number of people in the household.

137. (currently amended) The method of claim 108, wherein the application of the heuristic rules ~~provide~~ provides a predictive value that the household has the number of people inferred in step (~~d~~e).

138 – 139. (canceled)

140. (previously presented) The method of claim 117, wherein the heuristic rules are predefined.

141. (currently amended) The method of claim 117, wherein the heuristic rules remain unchanged at least during steps (c), (d) and (~~d~~e).

142. (previously presented) The method of claim 117, wherein the heuristic rules create an inferential link between the viewer interaction data and the number of people in the household.

143. (currently amended) The method of claim 117, wherein the application of the heuristic rules ~~provide~~ provides a predictive value that the household has the number of people inferred in step (~~d~~e).

144. (new) The method of claim 102, wherein the at least one heuristic process incorporates at least two types of analysis selected from the group consisting of exploratory problem-solving, self-learning, discovery, experiments, trial and error, inferences, educated guesses, market studies, human knowledge and experience.

145. (new) The method of claim 102, further comprising:

(f) reporting the inferred number of people in the household, wherein the report includes predictive values of the inferred number of people in the household and at least one other number of people in the household, and wherein the predictive values are assigned by the heuristic rules based on the viewer interaction data.

146. (new) The method of claim 108, wherein the at least one heuristic process incorporates at least two types of analysis selected from the group consisting of exploratory problem-solving, self-learning, discovery, experiments, trial and error, inferences, educated guesses, market studies, human knowledge and experience.

147. (new) The method of claim 108, further comprising:

(f) reporting the inferred number of people in the household, wherein the report includes predictive values of the inferred number of people in the household and at least one other number of people in the household, and wherein the predictive values are assigned by the heuristic rules based on the viewer interaction data.

148. (new) The method of claim 117, wherein the at least one heuristic process incorporates at least two types of analysis selected from the group consisting of exploratory problem-solving, self-learning, discovery, experiments, trial and error, inferences, educated guesses, market studies, human knowledge and experience.

149. (new) The method of claim 117, further comprising:

(f) reporting the inferred number of people in the household, wherein the report includes predictive values of the inferred number of people in the household and at least one other number of people in the household, and wherein the predictive values are assigned by the heuristic rules based on the viewer interaction data.